Secdt. H.-37—100,000—21-5-48.

Development (1948) Department

Ms SERIES.

G.O. No. 3499

Dated 29-6-48.

[Despatch Abstract.]

Legislative Council - Starred Question No.144 - Scheme for smoked fish and cured fish - Failure - Reasons - Papers recorded

*92.Q. Sri N.Sankara Reddi (On behalf of Sri K.Manathunainatha Desigar): Will the Hon. the Minister for Rural Development be pleased to state —

a) What the reasons are for the failure of the schemes regarding smoked fish and cured fish; and

b) What steps the Government propose to take to popularize the same and increase the supply of smoked and cured fish as food resources at this critical time?

THE HON. SRI V.KURMAYYA:- (a) The manufacture of smoked and cured fish was undertaken by the Department first to meet the requirements of the Army. On the termination of the war, the demand for the products from the Army began to fall off and finally the supply was discontinued. As the production of smkoked and cured fish of high quality has been established as a new industry with a number of well equipped production centres on the east and west coasts, it was considered desirable to continue it to popularise the products among the civil population. But the fish eating population did not take to these products, especially smoked fish, the peculiar flavour of which was not relished by them. Advertisement and vigorous propaganda carried on within and outside the Province had no effect in pushing the sales up. Finally the production was completely stopped.

(b) In view of the fact that the fish eating opopulation does not relish the smoked and cured fish, it is very difficult to ~~opopulation~~ popularize them rapidly."

To AS

Please see the printed proceedings of the Legislative Council pasted above. No further action is necessary. The papers may be recorded.

GOVERNMENT OF MADRAS.

Abstract.

Legislative Council - Starred Question No.144 - Scheme for smoked fish and cured fish - Failure - Reasons - Papers Recorded.

DEVELOPMENT DEPARTMENT.

G.O.Ms.No.3499 Dated 29-6-1948.

ORDER

RECORDED.

(By order of His Excellency the Governor)

Sd X
SECRETARY TO GOVERNMENT.

True Copy

Superintendent,
Madras Record Office.

AG